

Approximately 3 to 4 pages, double-spaced.

Results Breakdown: What were the results of the election? By how many points did the candidate win/lose? What key regions and/or demographics were critical to the candidate's success/failure? What was voter turnout?

Polling Revisited: Were the polls, right? (Connect back to the polls you discussed in part 3 and analyze their projections vs. the results). If the polls were wrong, in what ways did they get it wrong? In what ways did they get it right?

Your Assessment: Here you get to interject your own opinion.

Interest Groups: How do you believe interest groups impacted the results of the election? Consider discussing funding, ads, and/or social media impact.

Candidate: What worked? What did not work? What would you recommend they do differently if you were the one running their campaign?

Party Reflection: What issues should the party drop/shift on/change entirely to appeal to a greater base of voters? Are there other strategies you think the party should adopt to gain more voters?

Apply at least two course concepts of election and campaign strategies.